

# Digital Marketing Officer



## The Role

**Job title:** Digital Marketing Officer

**Department:** Marketing

**Responsible to:** Digital Marketing Manager

**Location:** Royal Agricultural University, Cirencester

**Salary:** Grade 5: £22,016 – 26,242 per annum

**Term:** Permanent: Full time

## Role overview

The main purpose of this role is to assist in the planning, execution and optimisation of our online marketing efforts. This includes the use of digital channels to promote the full range of products and services offered by the University.

## Key Responsibilities

The successful candidate will support the team with the following activities (this list is not exhaustive but it is indicative of work that will be undertaken) and will have an opportunity to learn new and highly transferrable, marketable, skills.

- Daily business as usual RAU website updates via Drupal content management system e.g. adding press releases, updating staff details, amending course information, adding videos, creating Flipping Books and documents, adding jobs etc.
- One-off requests for new web pages or additional information
- Ensure that web pages are optimised for search engines and across various devices. Report on rankings
- Work with the Digital Marketing Manager and web agency to make website improvements
- Update business as usual changes to the staff intranet via SharePoint content management system e.g. loading updating phone lists, adding press releases and other documentation as required
- Create such content as may be required (e.g. videos) working closely with the marketing and comms team to ensure these are on brand and on message
- Update RAU digital display screens with current information and events
- Write RAU social media posts for Twitter, Facebook, Instagram and LinkedIn
- Post RAU information across all social channels via the Sprout Social platform
- Look for and advise on innovative ways to promote RAU across social channels
- Develop boosted Facebook posts to target key groups and locations

- Monitor RAU social mentions from third parties and liking/retweeting as appropriate
- Monitor and answer social media messages and enquiries ensuring the best possible experience of RAU
- Create and collect content for the 2018 Closed Facebook Group for applicants
- Manage requests to join the above closed Facebook group
- Sorting and filing RAU images so that they are GDPR approved and can easily be found
- Update the monthly digital dashboard from Google Analytics
- Support the Digital Marketing Manager and the Digital Marketing Agency on lead generating social advertising campaigns and Google Ads
- Monitor the Tell Us email inbox
- To undertake such other duties as may be defined from time to time by the Digital Marketing Manager
- General office duties, and other reasonable activities, on site at the RAU and elsewhere. This could include assisting Marketing and Student Recruitment colleagues with events including (but not limited to) shows and fairs, open days, applicant days and taster courses and other events as required

## Person Specification

<b>Requirements</b> Post holder must be able to demonstrate:	<b>Essential or Desirable</b>	<b>Measured by:</b> <b>A) Application</b> <b>B) Interview</b> <b>C) Exercise</b>
A good working knowledge of Microsoft Office packages	E	A,B
A team player with a commitment to the role	E	B
Proactive in approach and able to use own initiative	E	A,B
Video editing skills using Adobe or similar tools	E	A,B
Experience as a Digital Officer or similar role	D	A
Experience with B2C social media and Google Ads	E	A
Excellent understanding of digital marketing concepts and best practices	E	A
Good knowledge of web analytics tools (e.g. Google Analytics)	D	A
Analytical mind-set and critical thinking	E	B
Educated to good A Level standard in relevant subjects or equivalent experience	E	A

Educated to degree level or equivalent	D	A
Excellent communication and interpersonal skills	E	A
Experience in the Higher Education sector	D	A
Good written and verbal communication skills	E	B
Good attention to detail and accurate proof reading skills	E	C
Experience of web content management systems and editing content on websites	D	A
Good organisational skills, and the ability to prioritise several tasks and meet deadlines	E	B
Experience of building effective working relationships	E	A
Good knowledge of HTML, CSS styling and of accessibility and usability issues	D	A & C
Experience of Scripting	D	A
Experience of image manipulation	E	A

## Benefits of Working with Us

We have over 200 dedicated employees who are proud to work for us. Over the last year, we've continued to invest in our people. Whether our people are permanent, or join us for a few months, we genuinely take their health, wellbeing, and development seriously. A full list can be found here: <https://www.rau.ac.uk/about/jobs/benefits-working-us>

## Application Procedure

If you are interested in applying for this role, please send:

- A University [Professional Services Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website [www.rau.ac.uk](http://www.rau.ac.uk) – you may attach your up to date CV if you wish to add additional information
- Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to [jobs@rau.ac.uk](mailto:jobs@rau.ac.uk) stating where you saw the advert for the role
- For further information about this opportunity, please contact Kate Perris (Digital Marketing Manager) via email [Kate.Perris@rau.ac.uk](mailto:Kate.Perris@rau.ac.uk)

**Closing date:** Sunday 16 June 2019 with **Interviews:** on Thursday 27 June 2019.